

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Sherwin-Williams Company		08/01/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	SWIMC, Inc.		
Street Address:	300 Delaware Avenue		
Internal Address:	Suite 522		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	198011607		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	77674509	COLOR READY	
Serial Number:	77519799	ECO PRO	
Serial Number:	77744034	MAGNAKLEAR	
Serial Number:	77744033	MAGNAMAX	
Registration Number:	3652713	PORCELAIN	
Serial Number:	77532364	SHERFINISH	
Registration Number:	3641043	SMOOTH GLIDE	
Registration Number:	3632986	TRU-MIX	
CORRESPONDENCE DATA			
Fax Number:	(216)515-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2165662432		
Email:	legal_ip@sherwin.com		
Correspondent Name:	Robert E. McDonald, Reg. No. 29,193		

OP \$215.00 77674509

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**TRADEMARK
 REEL: 004042 FRAME: 0990**

Address Line 1: 101 W. Prospect Avenue, Legal Dept.
Address Line 2: c/o The Sherwin-Williams Company
Address Line 4: Cleveland, OHIO 441151075

ATTORNEY DOCKET NUMBER:	3711 - 08012009 ASSIGNMEN
NAME OF SUBMITTER:	Gregory F. Lavelle
Signature:	/gfl/
Date:	08/12/2009

Total Attachments: 5
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

The Sherwin-Williams Company)
 Conveying Party,)
)
 and)
)
SWIMC, Inc.)
 Receiving Party.)

Mail Stop Assignment Recordation Services
Director of the U.S. Patent and Trademark Office
PO Box 1450
Alexandria, VA 22313-1450

**REQUEST FOR RECORDATION OF ASSIGNMENT
AND APPOINTMENT OF ATTORNEYS OF RECORD**

Dear Sir:

Enclosed please find a copy of an assignment document designated "ASSIGNMENT AGREEMENT", dated August 1, 2009, in which the following pending U.S. trademark applications and U.S. trademark registrations were assigned from The Sherwin-Williams Company to SWIMC, Inc.:

<u>MARK</u>	<u>REG. NO. (SER. NO.)</u>
COLOR READY	(77/674509)
ECO PRO	(77/519799)
MAGNAKLEAR	(77/744034)
MAGNAMAX	(77/744033)
PORCELAIN	3652713
SHERFINISH	(77/532364)
SMOOTH GLIDE	3641043
TRU-MIX	3632986


SWIMC, Inc., having its principal office and place of business at 300 Delaware Avenue, Suite 522, Wilmington, Delaware 19801, respectfully requests that the attached assignment be made of record for the above-identified pending U.S. trademark applications and U.S. trademark registrations.

The undersigned, acting on behalf of SWIMC, Inc., hereby appoints ROBERT E. McDONALD, Reg. No. 29,193 and VIVIEN Y. TSANG, Reg. No. 40,209 and ARTHI K. TIREY, Reg. No. 50,960 and ERYN ACE FUHRER, Reg. No. 44,491 and DERON A. COOK, Reg. No. 52,767, whose address is The Sherwin-Williams Company, 101 W. Prospect Avenue, 1100 Midland Bldg. – Legal Dept., Cleveland, Ohio 44115-1075, and whose telephone number is (216) 566-2432, its attorney and associate attorneys, with full power of substitution and revocation to transact all business in the Patent and Trademark Office in connection therewith.

Respectfully submitted,

SWIMC, INC.

By


Donald J. Puglisi
President

ASSIGNMENT AGREEMENT

KNOW ALL MEN BY THESE PRESENTS, that The Sherwin-Williams Company, an Ohio corporation with its principal place of business at 101 W. Prospect Avenue, Cleveland, Ohio 44115-1075, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, does hereby assign, transfer and convey unto SWIMC, Inc., a Delaware corporation having its principal office and place of business at 300 Delaware Avenue, New Castle County, Wilmington, Delaware 19801, all of its ownership right, title and interest in and to the tradenames, trademarks and service marks and all goodwill associated therewith, together with all registrations thereof and pending applications therefor (collectively, the "Trademarks"), described in the attached Schedule A.

IN WITNESS WHEREOF, The Sherwin-Williams Company, through its authorized officers, has executed this instrument, effective as of this 1st day of August 2009, and affixed its corporate seal hereunto.

[SEAL]

Attest:

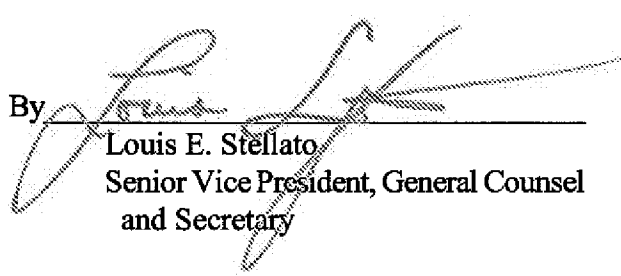
By



Robert E. McDonald
Associate General Counsel

THE SHERWIN-WILLIAMS COMPANY

By



Louis E. Stellato
Senior Vice President, General Counsel
and Secretary

STATE OF OHIO)
) SS.
COUNTY OF CUYAHOGA)

On the 10th day of August, 2009, before me, the subscriber, a Notary Public in and for the State and County aforesaid, personally appeared LOUIS E. STELLATO, who acknowledged himself to be the SENIOR VICE PRESIDENT, GENERAL COUNSEL AND SECRETARY of The Sherwin-Williams Company, an Ohio corporation, and that he, as such officer being authorized to do so, executed the foregoing ASSIGNMENT AGREEMENT for the purposes therein contained by signing the name of the corporation by himself as such officer.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.



NOTARY PUBLIC

DEBORAH G. PANKIW
Notary Public, State of Ohio, Cuy. Cty.
My Commission Expires June 14, 2010

Schedule A

U.S. PENDING TRADEMARKS

<u>Trademark</u>	<u>Ser. No.</u>	<u>Filing Date</u>
COLOR READY	77/674509	20-FEB-2009
ECO PRO	77/519799	11-JUL-2008
MAGNAKLEAR	77/744034	26-MAY-2009
MAGNAMAX	77/744033	26-MAY-2009
SHERFINISH	77/532364	28-JUL-2008

U.S. TRADEMARK REGISTRATIONS

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
PORCELAIN	3652713	07-JUL-2009
SMOOTH GLIDE	3641043	16-JUN-2009
TRU-MIX	3632986	02-JUN-2009